



RHEA DHANBHOORA

HEAD OF EDITORIAL | SR. CONTENT MANAGER

I'm a creative, forward-thinking leader with an MFA and over a decade of experience spearheading strategy, production, and distribution. I have proven success building dynamic editorial teams, leading them to success that elevates brand presence and amplifies audience engagement. I can not only harness data-driven insights to drive impactful content decisions tailored to evolving market dynamics and audiences, but I also specialize in the *creation*: from high-quality articles, web copy, promotional materials, and social to longer-form books and guides. Whatever you need, I can deliver!

CONTACT

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EDUCATION

2019

SARAH LAWRENCE

- Master of Fine Arts

2014

UNIVERSITY OF LONDON

- Bachelor of Arts: English Hons

SKILLS

- Content Strategy
- Writing & Editing
- Editorial Development
- Content Marketing Plans
- Team Leadership
- Keyword Research
- Ghostwriting
- Multimedia Content
- Remote Management
- Thought Leadership
- Campaign Management
- Customer Journey
- Lead Generation
- Script Writing
- Research & Fact-Checking

CURRENT EXPERIENCE

Nutrisense Inc.

Senior Content Marketing Manager & Editor

2021 - PRESENT

Website Traffic & Reach

- Directed optimization strategies to scale production, leading to a 25% increase in organic user growth over 3 to 6-month periods.
- Oversaw strategy, execution, and distribution for lead-gen content (e.g., eBooks).
- Boosted organic website traffic from 45K to 344K within 12 months, improved Site Health metrics from 69% to 90%, and elevated Domain Authority (DA) from 40 to 46.
- Increased the reach of existing content channels and initiated new ones to engage new audiences and expand online presence.

Guideline Development & Implementation

- Established protocols and frameworks for content development and set up style guides to maintain tone, theme, and voice consistency.
- Led teams of subject matter experts (SMEs) and implemented fact-checking procedures and content review processes.

Project Management & Team Lead

- Assembled and led a diverse team of content creators and contractors, comprising designers, editors, and SEO specialists, delivering high-quality content.
- Managed the launch of a new Member Stories section on the website by conducting 30+ interviews, writing, editing, and overseeing design, CMS integration, publication, and periodic 6-month growth optimization.

Messaging & Strategy

- Researched customer needs and preferences, resulting in the creation of targeted V-prop messaging that effectively communicated product benefits.
- Reinforced messaging by revitalizing brand USP communication.

Diversification and Expansion of Content Channels

- Adopted new content mediums, including video integrations, audio content, lead-generating material, and support for webinar and email campaigns.

Search Engine Optimization

- Strategized content planning with SEO for cluster content creation.
- Established a framework to collect 50+ citations while engaging subject matter experts in various content initiatives.
- Increased organic keywords and SERP positions in the top 20 from 5.4K to 56K within 12 months. Led commercial-intent SEO to 20% of total traffic in 6 months.
- Developed content hubs to amplify brand authority, engagement, and visibility.

Cross-Channel Collaboration

- Collaborated with data science, leading language refinements for health claims (with notable results, e.g., 2.3x conversion increase for ads.)
- Organized reviewer and SME teams with credentialed dietitians, board-certified doctors, and external partners for expert-led content.
- Partnered with the Social Media and Partnerships Manager on new campaigns.

CERTIFICATIONS

- Google Digital Marketing & E-commerce
- Wharton Viral Marketing + Contagious Content
- Foundations of Project Management
- AS + A2 Rais Institute of Management Studies

PUBLICATIONS

Author

- Poetry Through Time (*English Edition*)
- Sandalwood-Scented Skeletons (*Finishing Press*)
- In Search of a Memory (*IIFA Short Film*)

Editor

- The Girl Behind the Glass by Sumit Kumar Pramanik
- Love, Whatever That Means by Aditi Mathur Kumar

RECOGNITION

- Nominee, Pushcart Prize for 'Itemizing my Identity,' 2020
- Nominee, Best American Essays 2021 for 'Writing about People like Me,' 2020
- Editors' Choice, ILP, 2002
- Runner-up, Authors Association India, 2002
- Winner, My Story competition, Short Fiction, Tata Literature Live!, 2012
- Winner, The Anonymous Letter, Creative Nonfiction, William Penn, 2014

OTHER CONTENT-LED ROLES

MULTIPLE MAGAZINES & PUBLICATIONS JAN 2010 – PRESENT

Quiet Lightning

2020 - PRESENT

Board Member, Disruptor

- Contribute to grant writing, project management, and event organization for the literary community.
- Collaborate with diverse artists and writers for events and anthologies.
- Host events and contribute to non-profit needs.

Freelance Writer & Editor

2019 - PRESENT

Various Publications

- Write lifestyle and education articles for various magazines and publications, including Chronogram, Broccoli Mag, Connecticut Mag, Harvard's Peripheries Journal, and more.
- Ghostwrite for thought leadership clients (with placements in Entrepreneur, Forbes Women, etc.)
- Writer for app content (including Dimensionals App 2020 and 2021)

Managing Editor

2019 - PRESENT

Five on the Fifth

- Reading, management, and publication of monthly literary magazine.

HillRoad Media

2010 - 2017

Head of Editorial & Content Operations

- Led editorial, execution, and production as food reviewer, spa and beauty product reviewer, travel writer, and product tester
- Managed print and digital features teams for a daily newspaper, major global hotel chain, podcast channels, social media, and consumer product testing.
- Scaled production and coordinated assignments, ensuring timely delivery and adherence to editorial guidelines.
- Implemented meticulous editing processes and style guides to refine content for clarity and coherence.
- Crafted compelling product reviews and produced captivating content optimized for digital platforms, enhancing online presence and audience engagement

TECHNICAL SKILLS

Google Analytics • Search Console • Notion • Airtable • Webflow CMS • Klaviyo • Figma (editor-only) • SEMRush Google Suite • Threads • Slack • Loom • MarkUp (editor-only) • Settle • GA4 • Clearscope • Creative Suite • Web + Remote Meeting Tools • YouTube • AhRefs • Trello • HARO • Qwoted • Upwork • Metabase • 1Password • Calconic • Canva • Submittable • Typeform

References available upon request